

## RETAIL EXCELLENCE MANAGEMENT DEVELOPMENT PROGRAMME 2018

### *The people who shape Irish retail*

What previous delegates have said....

*'I have worked with my company for over 25 years and took away an absolute wealth of information from the programme. It goes to show that there's always something to learn in retail!'*

*'The programme changed my management skills. I put so much into place after the 4 days – it reaffirmed my passion for KPIs and training and we have so much structure in place now and we know what every single employee makes per hour and how profitable each of them is to the business'*

*'I loved all 4 days. All the information was exactly what I needed to put everything into place back in my store. The programme gave me the opportunity to grow as a manager and as a person and I have much more confidence in what I am doing now'*

*'...this is a programme every manager should experience, it is a total game changer...'*

This four day programme (delivered over 8 weeks) has been specifically designed by Retail Excellence for retail managers, independent retail owners, newly appointed managers, supervisors and team members with potential. It is ideal for existing managers/owners who have had no formal training or who would like to refresh their skills. It will provide delegates with a set of tools and resources to empower them to be confident, effective and knowledgeable in all areas of their day to day role.

This has become the most transformational programme in the Irish retail industry and will run over March and April 2018 when delegates will have the opportunity to hear innovative, challenging and engaging content from experts in all retail fields to help them lead their teams and stores to great success.

As part of the programme fee, delegates will also attend Day2 of the Retail Retreat in Citywest on Wednesday 16<sup>th</sup> May where they will hear from the very best in international speakers.

James Burke - foundation topics covered:

- Strengthening management skillsets

- Developing aggressive sales growth strategies

- Monitoring and improving store performance – understanding key financial measures

- Delivering a bespoke action plan

- Learn from fellow managers and many guest speakers

#### **Key Speakers:**

- Sandra Devenney – Retail Excellence Manager of the Year – Setting the bar high - how I lead my team

- Tommy Smyth – Good People Management

- Michael Neary – Prevention by engagement – Loss prevention

- David Fitzsimons – Key Performance Indicators

- Alan Donnelly – Leading the retail team in Europe's No.1 tourist attraction – The Guinness Store House

- Alf Dunbar - Empowering and leading a first class service culture

- Liam Sheedy – Building a high performance team

- Sharon Yourell – The purchase decision journey – how to influence the consumer

- Matthew Brown – Echochamber – 10 Pillars of retailing excellence

- Rachel Doyle – Creating Arboretum

## **Tuesday 6<sup>th</sup> March**

08.00 Registration & Coffee

08.30 **Let's Get Started** – introductions and round table discussion led by David Fitzsimons, CEO Retail Excellence and James Burke, James Burke & Associates

09.00 **What's happening in Retail Today – in Ireland and around the world?** Discussion led by David Fitzsimons and James Burke

### 09.30 **Strengthening Management Skillsets**

This workshop will focus on the broad management skills required to run a business. It will act as a foundation for the entire programme as its content will improve the broader management skillsets of each individual delegate. This workshop will focus on the following topics:

- Defining management
- Understanding the role of management
- Motivating your team
- Creating daily plans and work structures
- Setting daily and weekly objectives
- How to cope with the unexpected
- Getting the balance right between shop floor and administration tasks
- Meeting goals

11.00 Coffee | Networking

11.15 **Strengthening Management Skillsets** *continued*

12.30 **'Setting the bar high – how I lead my team'** Sandra Devenney, McElhinneys | Retail Excellence Manager of the Year 2018

13.00 Lunch | Networking

### 13.45 **Good People Management**

Tommy Smyth, MD Tom Smyth & Associates

This session will bring a clear and up to date understanding of best HR practice and open the floor for an intensive Q&A session

- Essential HR documents
- Most common workplace problems
- Leave entitlements
- Absence | lateness management
- Dealing with legacy staff – what a new manager needs to know
- Dealing with difficult team members within a small working environment
- Performance appraisals
- Simple tips on running your HR function smoothly

15.15 Coffee | Networking

### 15.30 **Prevention by Engagement**

Michael Neary, Loss Prevention Manager Harvey Norman

A highly informative presentation covering loss prevention which is very much an issue in all retail businesses

- How do losses occur in the retail environment
- Prevention is the key
- Differentiating between internal and external factors
- How to combat losses by using existing resources
- Professionalise your business' approach to combating losses
- New Trends

### 16.15 **A Gathering of Thoughts**

James will guide delegates to put their key learnings on paper so that they have a clear 'to do' list on returning to their store. Delegates are encouraged to devote this classroom time to put together a strict personal plan which they can implement immediately

Q&A | Conclusion Day1

## **Day2 Tuesday 27<sup>th</sup> March**

08.00 Coffee | Registration

### 08.30 **Making it Happen**

Key outcomes from the previous session – group discussion on what delegates have put into action and what the outcome was. Participants work in groups to encourage interaction and sharing of information.

### 09.00 **Developing Aggressive Sales Growth Strategies**

Growing sales in retail, by its nature, has to be an aggressive process. This demands a high level of energy, focus and planning from managers and this session will allow delegates to gain an insight into the tools which will help them grow sales. The workshop will cover topics such as:

- Creating a target driven sales culture within the business
- Exploring the dynamics of setting accurate sales targets using weekly management meetings to review progress and action new initiatives
- Driving sales through promotions
- Highlighting promotional activity
- Developing a marketing plan
- Using local PR to raise brand profile
- Understanding the importance of targeting
- Ready for business best practice
- Managing out of stocks and lost sales opportunities
- Harnessing the staff element in sales growth
- Exploring guerrilla marketing tactics
- Understanding the role of social media in retailing

This workshop will also explore the role of the manager and how their direct input can impact significantly on the sales value of the business

11.00 Coffee | Networking

11.15 **Developing Aggressive Sales Growth Strategies** *continued*

12.15 **Understanding Key Performance Indicators (KPIs)**

David Fitzsimons, CEO Retail Excellence

KPIs can be defined as measures which provide managers with the most important performance information to enable them to understand the performance level of their store and the wider organisation. KPIs should clearly link to the strategic objectives of the organisation and therefore help monitor the execution of its business strategy; 'If you can't measure it, you can't manage it'. The trouble is many companies don't know what to measure. The result – bad management, mixed messages, confusion and employees focussing on the wrong thing. KPIs need to be handled with care. We will delve into the world of KPIs and explain how to set and measure those most relevant to your business.

13.00 Lunch | Networking

13.45 **The Fascinating Psychology Powering Exceptional People Skills**

Jonathan Bradshaw, CEO Meetology Lab

As a human, your ability to connect, interact and communicate with others is a fundamental life skill and the science behind it is fascinating. In this engaging and interactive session Jonathan will help you thrive professionally and personally by delving into his rich archive of behavioural research and presenting practical, fascinating and science-based insights that will help you make people skills one of your superpowers. In it you'll learn how to master your emotions, make a great first impression, build trust & rapport, overcome disagreements and ethically influence & persuade others which, in turn, will help you become a better sales person, leader, negotiator and networker by connecting more effectively with your clients, team, suppliers and colleagues.

15.00 Coffee | Networking

15.15 **Leading the team of world class retailers in the Guinness Store House - Europe's number 1 tourist attraction**

Alan Donnelly, Retail Manager, The Guinness Store House

16.15 A Gathering of thoughts

Q&A and review of key learnings from the day and creation of 'to do' list.

16.30 Conclusion

## **Day3 Tuesday 10<sup>th</sup> April**

08.00 Registration & Coffee

### **08.30 Making it happen**

Key outcomes from the previous session – group discussion on what delegates have put into action and what the outcome was. Participants work in groups to encourage interaction and sharing of information.

### **09.00 Empowering and leading a first class service culture**

Alf Dunbar, founder of You Are The Difference programme

The session will provide simple tips and tools to help you to coach and motivate your team in raising the customer service bar to a new level

- What is customer service?
- Thinking outside the box
- 5 steps that control our success or failure
- Spiral of positivity
- Creating a positive learning environment
- 5 steps to coaching
- YATD service and selling techniques

11.00 Coffee | Networking

### **11.15 Monitoring and improving store performance – understanding key financial measures**

This session will identify all of the key financial measures a manager should use to monitor store performance and determine actions appropriate to improving poor performance under each of these measures. We will also focus on understanding the finances and financial mechanisms necessary to run a successful retail business

- Understanding key financial measures
- Top negotiation tips to secure a better deal
- How to achieve maximum support from your suppliers
- Creating your own financial dashboard to help run the business
- Understanding how to create and monitor targets
- Margin management and opportunities
- The importance of USP in your business

13.15 Lunch | Networking

### **14.00 Building a high performance team**

Liam Sheedy, former manager Tipperary Hurling Team

Liam has extensive experience of leading high performing teams to deliver exceptional results in both a business and sporting context. He will share his insights into his life experiences focussing on getting individuals to be the best that they can be culminating in the overall team delivering on its potential.

15.00 Coffee | Networking

15.15 **The purchase decision journey – how to influence your customers**

Sharon Yourell, MD Think Plan Do Consulting | Chairperson Today's Women In Grocery

This session will demonstrate how to enhance the selling environment to 'deliver a better shopper experience'.

- Discover simple techniques that will delight your customers
- Understand the importance of knowing your different shoppers and their missions
- Influencing the shopper along their purchase decision journey
- Tricks and tips to enhance your customer's purchase experience
- Sense check the 'uniqueness' of your business proposition
- Understanding the role that staff play in delivering a unique value proposition to customers and keeping it alive and relevant

16.15 A Gathering of thoughts

Q&A and review of key learnings from the day and creation of 'to do' list.

16.30 Conclusion

**Day4 | Wednesday 25<sup>th</sup> April**

08.00 Registration | Coffee

08.30 **Making it happen**

Key outcomes from the previous session – group discussion on what delegates have put into action and what the outcome was. Participants work in groups to encourage interaction and sharing of information.

09.00 **Delivering a bespoke action plan**

During the final management session, each participant will create a 12 month sales growth plan bespoke to their own business. The objective of this plan is to ensure programme learnings can be converted into real outputs. The sales growth plan will include content on:

- Actions arising from the business SWOT
- Marketing and digital marketing plans
- Staff training plans
- Free PR activity
- Profit improvement steps

11.00 Coffee | Networking

11.15 **Delivering a bespoke action plan** *continued*

12.15 **How I grew Arboretum from my garage to become one of Ireland's most progressive retail businesses**

Rachel Doyle, founder of Arboretum Garden Centre and recipient of Retail Excellence Life Time Achievement Award 2018

13.00 Lunch | Networking

13.45 **Retail to Metail**

Matthew Brown, Director The Echochamber

In a highly visual and entertaining presentation, retail trend hunter Matthew Brown will show how most innovative brands are changing bricks and mortar stores and putting the customer at the heart of retail in order to create a seamless brand experience.

15.00 Coffee | Networking

15.15 **The Life & Times of an 'Insomniac'!**  
Bobby Kerr, Chairman Insomnia

15.45 Presentation of Certificates | Conclusion of Programme

### **Booking Information**

Investment: €975 ( Ex VAT @ 23%)

Fee includes course material, refreshments, light lunch and attendance at the Retail Retreat on Wednesday 16<sup>th</sup> May in Citywest.

Payment must be received prior to programme commencing by registering online at [www.retailexcellence.ie](http://www.retailexcellence.ie).

If you would like further information on the programme, please contact [Helen@retailexcellence.ie](mailto:Helen@retailexcellence.ie) | 065 6846 927

### **Location:**

The programme will be delivered in the Crowne Plaza Hotel, Blanchardstown.

### **Accommodation:**

Retail Excellence has agreed a discounted rate with the Crowne Plaza Hotel Blanchardstown. However, there are a limited number of rooms available at this rate so early booking is recommended. €119B&B Single | €129B&B twin / double – Phone: 01 897 7777. Please inform reservations that you are attending the Retail Excellence Management Programme when you are booking in order to avail of this rate.

### **Changes to bookings:**

All cancellations must be made in writing to [Helen@retailexcellence.ie](mailto:Helen@retailexcellence.ie) on/before Tuesday 20<sup>th</sup> February. No fees will be reimbursed after this date however substitutes may be made at any time.

Cancellation or Alternation of the programme:

Retail Excellence reserves the right at any time to cancel or alter the date of the event, change the venue or speakers. In these circumstances, any liability will be strictly restricted to the delegate fee paid. Retail Excellence will not be held responsible for any transport, accommodation or other costs incurred by delegates.

The programme will be delivered in the Crowne Plaza Hotel Blanchardstown, Dublin on the dates below and then Day5 Wednesday 16<sup>th</sup> May in Citywest

Tuesday 6<sup>th</sup> March | Tuesday 27<sup>th</sup> March | Tuesday 10<sup>th</sup> April | Wednesday 25<sup>th</sup> April

To book your place(s) / for further information please go to [www.retailexcellence.ie](http://www.retailexcellence.ie) or contact [Helen@retailexcellence.ie](mailto:Helen@retailexcellence.ie) | 065 6846 927. Please contact Helen directly for group rates.